

18 April 2019

Dear Sir/Madam

Enduring Stewardship of Crown Pastoral Land

Thank you for the opportunity to submit on the enduring stewardship of crown pastoral land. Our understanding of the process is that this consultation is to inform the introduction of a Bill to Parliament to change the law, and that the public will have a second opportunity to comment on proposals when the Bill is considered by a Parliamentary Select Committee.

Tourism Industry Aotearoa (TIA) is the peak industry body representing the tourism industry. Our purpose is to shape tourism for the ongoing benefit of Aotearoa and our people, and our vision is "Leading the world's most sustainable tourism industry".

Tourism is New Zealand's largest export sector, earning \$16.2 billion in foreign expenditure, contributing 20.6% of New Zealand's total export of goods and services (YE March 2018). Tourism in New Zealand is a \$107 million per day industry, and despite being New Zealand's number one export earner, the visitor economy is dominated by domestic tourism (59% total expenditure). New Zealanders recreating away from their home areas, whether under their own steam or using the support of commercial operators, are a critical part of the tourism industry.

Tourism takes the lead in promoting New Zealand to the world. The brand positioning built by a vibrant tourism industry has become an important source of national confidence and identity and a front window for "Brand New Zealand". Indeed, the unique and pure offering that is synonymous with New Zealand tourism has been widely adopted and used to promote New Zealand exports in a range of other industries as well.

The discussion document states that "the Crown owns approximately 1.2 million hectares of Crown pastoral land, mostly in the iconic South Island high country and comprising almost five per cent of New Zealand's total land area. Much of this land is leased by the Crown for pastoral farming. The decisions the Crown makes about pastoral leases have a direct impact upon environmental, cultural and economic outcomes in the high country."

Tourism has a direct interest in each of these outcomes.

Tourism recognises the need for changes in how the Crown manages pastoral land

TIA agrees that changes are needed in how the Crown manages pastoral land. We support the position of Land Information New Zealand in the "Discussion Document on enduring stewardship of Crown pastoral land" February 2019 stating that (brackets ours):

"The Crown now needs to clarify what it wants to achieve in relation to Crown pastoral land" (in this changed context)," to ensure that this land is managed in a way that maintains and enhances its significant natural and social capital for present and future generations. It's also necessary to ensure that the Crown pastoral land regulatory system enables this to happen."

The importance of biodiversity to tourism

1. How the natural environment is managed is inherently tied to the economic success and well-being of the New Zealand tourism industry. Tourism is a highly competitive

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global industry, and the environment is our unique selling point and underpins the Government's 100% Pure New Zealand marketing proposition. Data from the International Visitor Survey conducted for the Ministry of Business Innovation and Employment (MBIE) shows that the top factor for influencing visitors to choose New Zealand is our natural landscapes and scenery, while New Zealand's environmentally friendly image is also an important influence.

Top factors influencing consideration of New Zealand (from IVS):

1. Spectacular landscapes/natural scenery 46%
 2. Always wanted to visit 29%
 3. Visit friends/family 28%
 4. Friends, family or colleague recommendation 27%
 5. Somewhere new/never been there before 25%
 6. Environmentally friendly image 21%
2. TIA's view is that New Zealand has a unique opportunity to show, in a planned and deliberate way, environmental leadership and integrity. Such a move would secure a powerful high-value trading proposition for tourism and many other industries, support our nation's social health and ensure our next generation inherits a land that is better than today.
 3. The environment is integral to many specific adventure and outdoor tourism experiences. However, much of the value of the tourism/environment interface is in landscape/destination attractiveness. High country landscapes such as those under pastoral lease are often an integral component in the suite of resources that make up 'Destination New Zealand'. Tourism landscape experiences range from visitors taking part in activities to flight-based sightseeing and the campervan style 'touring economy'.
 4. Tourism provides a means for people to enjoy our environmental resources and to monetise value from these resources in a non-extractive way. The wealth-generating capacity of the New Zealand system will be enhanced from ensuring quality environmental resources.
 5. The value accrued by this non-extractive use of environmental resources is often less tangible to measure than that from industries based on extractive use (such as intensive farming, mining, irrigation or forestry), however the value ultimately achieved is just as real to the New Zealand economy.
 6. The Tourism New Zealand marketing proposition '100% Pure New Zealand' is a composite of our regions or destinations. The pay-back for the regions are jobs, business opportunities, and vibrant and functional communities. This is especially so for regions where there are otherwise fewer opportunities for growth. As such, how regions manage their environmental resources for tourism is very important and needs to be factored into regulatory systems and all resource use and management decisions.

The importance of access for tourism

1. Public, practical access is a crucial component of outdoor recreation opportunities – both independently undertaken and those supported by commercial operators. Improving and ensuring public access to places with recreational value should be a clear and specific outcome of the enduring management of pastoral land.
2. Public access should be a key component of social capital and the cultural and economic outcomes of management of pastoral land. The proposed outcomes in the discussion document do not adequately capture this value.

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3. TIA supports the submissions of the Walking Access Commission and New Zealand Recreation Association in this regard.

Responses to specific questions

TIA supports the use of the term 'natural capital' as it pertains to the pan-government Wellbeing Framework.

TIA supports the development of a regular Statement of Performance Expectations for the Commissioner of Crown Lands, approved by the Minister of Land Information.

TIA agrees that the Commissioner should be required to obtain expert advice and consult on discretionary consent decisions.

TIA supports enhanced monitoring arrangements.

Next steps

TIA wishes to participate further in discussion on the enduring stewardship of Crown pastoral land and we look forward to contributing further when the Bill is considered by the Parliamentary Select Committee.

Please do not hesitate to contact us if you have any queries about our feedback.

Yours sincerely



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TIA